

SYLLABUS

Name of the course (as specified in the approved curriculum) Basics of Law and Management			Number of ECTS credits 5
Name of the course in Polish Podstawy Prawa i Administracji			
Unit providing the course Department of Law and Enterprise Management in Agribusiness			
Course co-ordinator Dr Dariusz Majchrzycki			
Field of study Animal Production Management	Level II – master studies	Profile Academic-general	Semester 1
TYPE OF CLASSES AND COURSE LOAD (Classes with teacher and student's own work)			
Mode of studies: full-time		Mode of studies: part-time	
- lectures	20	- lectures	-
- practical classes	20	- practical classes	-
- field classes	0	- field classes	-
- labs	0	- labs	-
- consultations	5	- consultations	-
- own student's work	55	- own student's work	-
- others	25	- others	-
Total number of hours		125	Total number of hours
OBJECTIVE OF THE COURSE			
The goal of the module is to: <ul style="list-style-type: none"> • familiarize students with elementary issues of marketing management in an enterprise operating in an environment of agribusiness, and identify the most commonly used marketing tools; • indication of the price risk existing on the agricultural market and ways of its elimination, as well as familiarize with the functioning of futures markets; • familiarize students with basic knowledge of law principles, with an indication of the basic legal instruments in the field of animal production; • provide and systematization of knowledge on the role of logistics in the supply chain of food; 			
TEACHING METHODS			
Lectures: Lecture supported by multimedia presentation, exercises, and discussion. Classes: Preparation of a phased project verified by the teacher			
Course learning outcomes			The reference to the study field learning outcomes
Knowledge	A graduate: O1: has basic theoretical issues of administrative law and procedure, as well as the theoretical foundations and skills in recognizing the principles, concepts, and institutions of administrative law and procedure in applicable law. O2: know applicable regulations of systemic administrative law, including selected issues, and issues of substantive administrative law and administrative procedural law. O3: using the institutions of administrative law and procedure when interpreting applicable legal norms		AP2A_W02 AP2A_W08 AP2A_W09 AP2A_W14

Skills	<p>A graduate:</p> <p>O4: can search for and critically analyse different forms of information, in order to solve problems or practical tasks in the field of study.</p> <p>O5: can present the developed materials and their position through various forms of media</p> <p>O6: can independently develop and provide a case analysis, taking into account the current conditions for the development of agri-food sector enterprises</p>	<p>AP2A_U06 AP2A_U07 AP2A_U10</p>
Social competences	<p>A graduate:</p> <p>O7: is aware of the need to update the knowledge of logistics and the critical evaluation of the occurring phenomena</p> <p>O8: is able to think and act creatively and entrepreneurial</p> <p>O9: understands the need for learning throughout life</p> <p>O10: updates knowledge and cognitive skills, critically reviewing the collected information, and recognizes the need for constant updating of the legal and economic knowledge</p>	<p>AP2A_K01 AP2A_K03 AP2A_K04</p>
<p>Methods for verifying learning outcomes</p> <p>Multimedia presentation</p> <p>Discussion</p> <p>Phased project</p>		<p>Symbols of course learning outcomes O1-O10</p>
<p>TEACHING CONTENTS</p> <p>Marketing management of an agribusiness enterprise:</p> <p>Lectures:</p> <p>Strategic Marketing - vision, mission, goals; market concept and principles of its operation; operational marketing, marketing mix, product (service/product), the concept of price, distribution</p> <p>Risk – scope and definitions, risk in agricultural production, ways to reduce adverse price variance risk, risk management, and market ways of reducing risk (diversification of production, risk fund, property insurance, horizontal integration, vertical integration, etc.). Risk transfer through forward market tools.</p> <p>Classes:</p> <p>SWOT analysis, Ansoff matrix, strategies of shaping the fields of market, promotion (Public relations, advertising, personal promotion, sales promotion)</p> <p>Forward transaction, spot transaction, and forward market instruments as tools to manage exchange risk in agribusiness firms – practices.</p> <p>Legal aspects of animal production:</p> <p>Lectures:</p> <p>basic law definitions; livestock farming regulations; farm animals health and law protection; feedstuff legislation; animal welfare; legal aspects of animal preservation</p> <p>Agri-Food Logistics Management</p> <p>Lectures:</p> <p>essence and development of logistics management. The role and importance of logistics in the food supply chain. Logistics of distribution systems in the agri-food sector.</p> <p>Classes:</p> <p>preparation and presentation of case studies related to logistics in the supply chain of selected products of livestock production</p>		
<p>Forms and criteria for completing the course</p> <p>Multimedia presentation</p> <p>Discussion</p> <p>Phased project</p>		<p>Percentage of a final grade</p> <p>80%</p> <p>20%</p>

Literature list

Core literature:

Hardaker, J., Huirne, R. B., Anderson, J. R., Lien, G. (2004): *Coping with risk in Agriculture*. Second Edition. CABI Publishing, https://www.researchgate.net/publication/264464532_Coping_With_Risk_in_Agriculture

Hołubowicz R. (2024): Seed marketing, UP Poznań

Kotler P. (1977) Marketing - Management. Analyse, Planung und Kontrolle.

Lipińska I. *Legal Instruments of Animal Production in the Context of Food Security in Poland* In: Climate Change Impact on Agricultural Law, Brill 2025, pp. 391–401.

Additional literature:

“Agricultural Law Review”: <https://ppr.amu.edu.pl/en/>

Griffin R. (2011). *Management*. Texas A&M University

Kotler P., Kevin Lane Keller: 2011. *Marketing management*, Prentice Hall.

Kotler P., Armstrong G., Balasubramanian S.: (2024), *Principles of Marketing*, Pearson Education Limited, wyd. XIX